Permit #S00088751

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00088751 **Type of Permit:** STILL **Release Date:** 01/16/2015

Production Company SWEET GENIUS

Insured Company Name SWEET GENIUS

Contact Phone No. 1 646-706-7000
Contact Phone No. 2
Fax
Address 330 WYTHE AVE
BROOKLYN, New York 11211

Production Title VIZIO

Type of Production Still Photo

Producer Jamie Vance

Director Chris Ozer

1st AD N/A N/A

Production Manager Brenda Ferrell

FilmL.A. Coordinator Sarah Bazzi

Location Manager Brenda Ferrell
Primary Phone Mobile - 818-517-0536
Secondary Phone Office - 917-279-4505

Location Assistant Sheri Salinas
Primary Phone Mobile - 310-854-9073
Secondary Phone

Fees

Notification Charge	$130.00
FILMLA FILM APPLICATION FEE	$625.00
SANTA MONICA STILL PHOTO APPLICATION FEE	$108.63
SANTA MONICA STILL PHOTO OTHER LOCATION FEE	$217.27
SANTA MONICA FIRE SAFETY OFFICER (4 HOUR MINIMUM)	$1,645.56
SANTA MONICA FIRE VEHICLE	$54.53
SANTA MONICA POLICE OFFICER (8 HR MINIMUM)	$2,119.56
SANTA MONICA POLICE VEHICLE	$77.55

Total Permit Fee $4,978.10

Number of Locations 1

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Summary Information — Location

Permit Number S00088751
Production Company SWEET GENIUS
Insured Company SWEET GENIUS
Production Title VIZIO

Location Manager Brenda Ferrell
Primary Phone Mobile - 818-517-0536
Secondary Phone Office - 917-279-4505

Location Address 1517 Ashland Ave, Santa Monica, CA, 90405

Location Type Private Residence

Film Dates 1/20/2015 - 1/20/2015 08:00 - 20:00 1 day

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets

Please see attached document Brenda Ferrell- SWEET GENIUS AL.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	25
Cube Trucks	2
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	35

Filming Activities Exterior models against scenery; Interior models against scenery; Small Honda 2000 generator;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

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Approvals SANTA MONICA - PUBLIC WORKS DEPARTMENT — Kathy Ruff
SANTA MONICA POLICE DEPARTMENT — Mike Braaten

Coordinator Note No posting of production/directional signs allowed on public property.

Coordinator Note ONE SANTA MONICA POLICE OFFICER, WITH VEHICLE REQUIRED.

Coordinator Note ONE SANTA MONICA FIRE OFFICER, WITH VEHICLE REQUIRED.

Parking

Base Camp
Location Type : Filming Location

Parking Notes
CREW PARKING:

MOOSE LODGE
1600 OCEAN PARK BLVD
SANTA MONICA, CA, 90405

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs W/S 16TH ST, ASHLAND AVE - HILL ST

Approximate Footage County Parking **Log Number** SANTA MONICA

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Summary Information

Location

Permit Number	S00088751	**Location Manager**	Brenda Ferrell
Production Company	SWEET GENIUS	Primary Phone	Mobile - 818-517-0536
Insured Company	SWEET GENIUS	Secondary Phone	Office - 917-279-4505
Production Title	VIZIO		

Date(s) 1/20/2015 to 1/20/2015 **Time(s)** 09:00 to 20:00

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Brenda Ferrell ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit), and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 12/19/14

X _____
Representative's Signature

BRENDA FERRELL
Representative's Name (Please Print)

LOCATION MANAGER
Representative's Title (Please Print)

Brenda Ferrell
Name of Principal (i.e. company name)
(Please Print)

11205 Peach Grove St.
#6 North, CA
91601
Principal's Mailing Address (Please Print)

818-517-4856
Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President